

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York

PHILIPPINE UNDERTHINGS

Of White Batiste—Hand Sewn and Hand Embroidered



Model 21 HAND EMB'D PHILIPPINE ENVELOPE CHEMISE. 2.95
Model 23 HAND EMB'D PHILIPPINE ENVELOPE CHEMISE. 1.95

Prompt Delivery Free Anywhere in the United States.

No More Luxury Taxes on Women's Underwear Bought After January 1st, 1922

Specially Priced for January Only

The newest arrivals that rival any January sale prices and are unrivaled in their exclusive designs. (Sizes 34 to 44.)

Model 15 HAND EMBROIDERED PHILIPPINE NIGHTGOWN. 3.95

Model 17 HAND EMBROIDERED PHILIPPINE NIGHTGOWN. 2.95

Model 19 HAND EMBROIDERED PHILIPPINE NIGHTGOWN. 1.95

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York

RAYON SILK UNDERTHINGS

Reg. App. for

Exclusive with Franklin Simon & Co.



Specially Priced for January Only

Entirely new models in Rayon Silk Underthings of the highest quality at the lowest prices for which they have been sold.

Model 25 RAYON SILK STEP-IN CHEMISE; rose-pink or orchid, bound and appliqued with contrasting color. 4.95

Model 27 RAYON SILK NIGHTGOWN; to match model 25. 9.75

Model 29 RAYON SILK NIGHTGOWN; rose-pink or orchid, bound and embroidered in contrasting color. 7.95

Model 31 RAYON SILK VEST CHEMISE; rose-pink or orchid, bound and embroidered in contrasting color. 3.95
Model 33 RAYON SILK STEP IN DRAWER, to match model 31. 3.95

Hail 1922!

A NEW YEAR—with weddings and brides, holidays, birthdays and parties trooping through its days. And Ovington's ready, always, with gifts that each occasion of the New Year will bring.

OVINGTON'S

"The Gift Shop of Fifth Avenue"

FIFTH AVENUE AT 39TH STREET

DEAF?

Hear clearly and distinctly with a Little Gem Ear Phone

Simplest and smallest hearing device.

Awarded the Gold Medal at the Panama-Pacific Exposition.

Our latest improvement, the Gem Sound Perfector, insures clear, positive hearing in any assemblage, at any distance.

Try our Auto Ear Massage: used to stop head noises and improve hearing. Call at our office for a free, private demonstration. Expert advice without charge. Ask or write for booklet.

GEMEARPHONE CO., Inc.
806-BH Marbridge Bldg., 47 W. 34th St.
at B'way, N. Y. C. Phone FITZROY 3744

JANUARY CLEARANCE FURNITURE SALE

QUALITY AND STYLE at LENNON'S SPECIAL JANUARY PRICES. SOLID WALNUT 10-PIECE \$730 DINING ROOM SUITE \$493.00
This Exquisite Solid Mahogany Arm Chair \$32.50

LENNON & COMPANY
17-19 West 37th Street

Every Musical Instrument

at the Most Complete General Music Store in the World
150 Page Catalog FREE120 W. 42nd Street
NEW YORK

Permanent Waves—First we wash your hair. Then we put in the permanent waves by steam. Work by Monsieur Francis and Monsieur Thomas of Paris.
\$20 all over head. \$1 per curl.
Chase-a-Gray de France used to restore gray hair to beautiful chestnut color. Sent \$1.15 postpaid. Applications \$3 and up.
FRANCIS Hair Dressing Corporation, 8 West 37th Street



Have Bennett reset your diamonds

in handsome, latest-style mountings of Platinum or Bennett's 18-K. Untarnishable White Gold, which looks and wears like platinum. In settings as illustrated—1 to 15 stones—complete, \$18 to \$25. Others, \$5 to \$250. Platinum Settings, \$25 up. You can get style and savings worth while at Bennett's. Expert advice. Ask for Mr. Bennett.

Diamonds Bought and Sold for Cash
Bennett 175 Broadway
My Co. One Flight Up at Cortlandt St.

RESTORES COLOR TO GRAY HAIR

Gray, faded, streaked or lifeless hair restored to any shade in one application. Does not discolor the scalp, fade, nor rub off on the pillow. Makes a lasting, rich, lovely color. No after shampoo necessary.

You can apply it in the privacy of your own home in a few minutes. Any one of 32 shades given from ONE package. \$1.07 postpaid. Order direct, or SEND me a little LOCK of your HAIR; I'll COLOR IT FREE.
Cut close to head and mention shade wished. If in New York call and by appointment I will examine your hair. I have had 30 years' professional experience and will tell you frankly what is best for you. I make no charge for examination or advice. Private operating rooms. Hair pamphlet free on request.
L. PIERRE VALIGNY, Room 24, 34 W. 58th St., New York.

Franklin Electric Irons \$5.45
Regularly \$7.00
Reduced in price for quick January clearance. An unusually good iron, fully guaranteed by both the manufacturer and ourselves.
Mail order: promptly filled
The United Electric Shops
89th St. & B'way 146th St. & B'way

Reduce Your Flesh by wearing Dr. Walter's Reducing Rubber Garments
For Men & Women. Cover entire body or any part. Send for illustrated Booklet.
Dr. Jeanne A.C. Walter
325 Fifth Ave., N. Y.
Best Reducer, Price \$5.00 (Hilltop Bldg., 4th fl.)
Chin Reducer, \$2.50 (Ent 54th St., 3d door W)

WHY HAVE GRAY OR FADED HAIR?
HENNA D'OREAL
NEW FRENCH DISCOVERY
which is composed of pulverized Henna and Herba provides the best coloring in the world. Not affected by previous dye. Will not stain scalp or rub off. All shades, easy to apply. Beware of inferior substitutes. A perfect preparation proven to be absolutely the best.
Price, \$1.50. Postpaid, \$1.60.
Glend Henna for lightening hair that has grown dark. Price \$2.50. Address Dept. 8, H. PAUL, Hair Coloring, Specialist, 34 W. 37th St., N. Y. Tel. FITZ ROY 0760.

Advertising Rates
THE NEW YORK HERALD
Rotographic Section
Contract Rates
13 times within one year..... \$8
26 times within one year..... \$10
52 times within one year..... \$15
3,000 lines within one year..... \$5
5,000 lines within one year..... \$8
10,000 lines within one year..... \$15
Single Insertion Rates
PER AGATE LINE..... \$9
HALF PAGE..... \$70.00
FULL PAGE..... \$130.00
MINIMUM SPACE 21 LINES.
ALL ADVERTISEMENTS MUST CARRY AN ILLUSTRATION.

The HARDMAN
FIVE FOOT GRAND
Eighty Years of Fine Piano Making
HARDMAN, PECK & CO.
433 FIFTH AVENUE New York ~ 47-51 FLATBUSH AVE Brooklyn

REDUCE Easily, Naturally
Be Slender!
Three slices of Basy Bread a day. Help reduce your weight in a natural way.
Doctors' Essential Foods Co., Orange, N. J.
Dear Sirs: I have finished nine weeks of my course. I have never felt in better condition than since I began this treatment and up to date have reduced nearly pounds.
C. V. J., New York.
DOCTORS' ESSENTIAL FOODS CO., 21 Oakwood Ave., Orange, New Jersey
BASY BREAD
REGISTERED - TRADE MARK

FRENCH TAPESTRIES
Unusually fine collection. Tapestry Yarns and Canvases. D. M. C. Cottons. Stamped Art Goods. Scotch Knit Golf and Motoring Jackets and Vests. Golf Hose and Sport Stockings. Knit Outer-compleat Assortment. Columbia and Good Shepherd Yarns.
HENRY HESSE
399 Sixth Avenue
24-25 Sts., New York City

MME. MAYS
Face Specialist
Est. 1891.
Look Twenty Years Younger through Madame Mays' Method. Removes freckles, lines, blemishes. Restores youthful contour and facial beauty.
Excellent accommodations for patrons.
50 W. 49 St., N. Y. Tel. Bryant 528

At a Sale FURNITURE
A large portion of our Bedroom, Dining Room & Living Room Suites
Reduced Again
20% to 50%
SPECIAL
3-Piece Tapestry Living Room Suite.
Was \$375—Now \$225
Bedding Reduced
SHEPPARD KNAPP
FURN. CO., INC.—EST. 1887
39-41 WEST 23rd ST., N. Y. C.

BRESLAUER'S
HAIR RESTORER
Restores the original color and lustre to fading hair. Removes dandruff, keeps hair from thinning and promotes growth. Reliable enough to have been marketed for thirty years. Try it. \$1 at Hairdressers and Druggists, or by mail from
A. BRESLAUER,
28 West 36th St., New York.